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USDA BULLETIN BOARD

Broadcast by Ruth Van Deman, Bureau of Human Nutrition and Home Economics, and Wallace Kadderly, Chief of Radio Service, in the Department of Agriculture's portion of the National Farm and Home Hour, Monday, October 4, 1943, over stations associated with the Blue Network.

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KADDERLY: In Washington -- first a look at two milk items on the bulletin board; and then some information about distribution of oilseed meal and cake for live-stock feeding.

Now let's get up to date on two major developments concerning milk. As for milk - Ruth Van Deman will report to consumers, and I have something to say to farmers. Go ahead, Ruth.

VAN DEMAN: My report to consumers is this: Federal control over sales of fluid milk went into effect today in 16 eastern and midwestern cities. Tomorrow it will go into effect in 11 more metropolitan areas. And by November first, it's expected that sales of milk will be controlled in all cities of at least 100,000 population. Smaller centers of population will come later.

The War Food Administration assures consumers that there's no intention of reduc-
ing the amount of milk we're drinking...the idea is to keep our consumption of milk from rising any higher. The reason for that: to assure the makers of butter, cheese and other manufactured dairy products enough milk to meet essential war demands for those foods.

Here's the way the controls work: Milk dealers may sell as much fluid milk each month as they sold in June of this year....June was the month of highest production. As to cream...they may sell not more than 75 percent of the amount they sold in June...and not more than 75 percent of the milk by-products such as cottage cheese, chocolate milk, and buttermilk.

Wallace, that's all of my report.....

KADDERLY: All right. Now the message to farmers. The government dairy payment program is now in effect. Farmers who sell milk or butterfat will receive payments to offset increases in the cost of feed. (Feed is now quite a bit higher than it was a year ago).

All payments will be based on farmers' sales records. So, whether you sell whole milk or butterfat, keep accurate records of all sales from October first, on. If you sell to a creamery, a milk processing plant, a cheese factory, or a milk distributor, keep your receipts. If you sell direct to consumers, keep an accurate record of sales. We'll soon be able to report to you exactly how and where to present your records so that you can get a payment to help offset the increase in the cost of feed.

Now let's see what's happening in the farm commodity markets.

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